

Be WISE About **KING SIZE**

Ask yourself...
Do you have *all* this with
your present cigarette?

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment

If you answer "NO" to ANY of these questions—

IT'S TIME TO CHANGE TO PHILIP MORRIS !

Thousands are switching to PHILIP MORRIS King Size! Because this King gives them every good thing they want in a cigarette. That's why . . . it's time for you to change to PHILIP MORRIS. Your taste can tell . . . your throat can tell that PHILIP MORRIS, King Size or Regular, is America's *finest* cigarette.



CALL FOR PHILIP MORRIS

64P₇

REGULAR



SWC

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